

CONFRONT OR NOT TO CONFRONT: THE INFLUENCE OF CONFRONTATION SELF-EFFICACY AND POWER ON CHALLENGING PREJUDICE

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Research shows that confrontation is an effective way to reduce prejudice (Czopp, Monteith, & Mark, 2006), yet there are many obstacles to challenging prejudice as outlined by The Confronting Prejudiced Responses Model (Ashburn-Nardo, Morris, & Goodwin, 2008). The current study tested how confrontation self-efficacy (CSE), defined as individuals' confidence in their ability to challenge bias, and perpetrator power over the potential confronter influence the decision to confront. 120 participants were led to believe they would be working with a fellow participant (actually a confederate) and were then randomly assigned to one of two conditions: equal or lower power (in relation to the confederate). After reviewing an article about a Black Student Union, participants engaged in an electronic chat session with the confederate as part of a supposed peer review study. During the chat, they witnessed a prejudiced remark, to which they had the chance to respond. Contrary to predictions, results showed that participants higher in CSE were significantly less likely to confront. Surprisingly, CSE was related to avoiding embarrassment and conflict. These results suggest that people higher in CSE more closely consider potential negative outcomes or consequences of confronting a prejudiced remark.